

Research on the Current Status of Joint Brand Marketing in Tourism Activities: A Factor Detection Analysis Based on 10 Prefecture-Level Cities in Shaanxi Province

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ABSTRACT

This study focuses on 10 prefecture-level cities in Shaanxi Province, exploring the impact of joint tourism brand marketing on regional tourism competitiveness. Through entropy method, coupling coordination degree model, and geographic detector analysis, it was found that the cultural and tourism industry in Shaanxi exhibits significant gradient disparities. [1] Xi'an leads in coupling coordination, serving as the core engine for joint branding, while some cities exhibit weak cultural-tourism linkages. Cultural tourism factors have the greatest impact on tourism competitiveness, followed by consumption demand and capital investment, with multi-factor synergies showing significant "dual-factor enhancement" effects. Joint brand marketing effectively empowers regional tourism competitiveness through complementary resource chains but faces challenges such as limited radiation radius and "pseudo-joint" practices. The study proposes strategies like constructing a gradient-based collaborative brand system, breaking administrative barriers, and digital empowerment to provide references for high-quality development of Shaanxi's cultural and tourism industry.

KEYWORDS

Joint brand marketing; Shaanxi cultural tourism; Coupling coordination; Factor detection

1. INTRODUCTION

Against the backdrop of increasingly fierce competition in the cultural and tourism market, Shaanxi's cultural and tourism industry faces an urgent need to transition from resource dependency to brand-driven development. The key to this transformation lies in enhancing marketing efficacy and breaking the limitations of traditional "resource-oriented" marketing models through differentiated brand building. Specifically, it is essential to leverage Shaanxi's unique historical, cultural, and folk resources to build a brand system that combines regional characteristics with emotional value, transforming static resources into dynamic brand assets. Branding strategies not only enhance communication effectiveness but also help precisely target markets, improving consumer recognition and identity of cultural and tourism products. Ultimately, this achieves a leap from resource display to demand guidance, promoting high-quality and sustainable industrial development.

The IP collaboration practice of "Chang'an Twelve Hours + Shaanxi History Museum" in Xi'an serves as a typical example of brand development in the cultural and tourism industry. Shaanxi boasts a profound accumulation of 49,058 cultural relics. This collaborative project successfully transformed the historical and cultural value of museum artifacts into vivid content in immersive experiential spaces by breaking the traditional boundaries between cultural institutions and tourism scenarios. Specifically, the Shaanxi History Museum's collection of cultural relics complemented the scenographic presentation of the "Chang'an Twelve Hours" theme block: the former provided cultural

depth, while the latter created experiential platforms. This integration not only enriched tourists' multidimensional perceptions but also generated widely disseminated marketing events. In practice, this collaboration attracted diverse visitor groups and expanded coverage through brand synergy, validating the critical role of resource integration and brand cooperation in enhancing tourism marketing effectiveness.

Shaanxi's cultural and tourism industry exhibits significant regional imbalances. [2] As the provincial capital, Xi'an, with its historical legacy as the capital of 13 dynasties, has formed a composite industrial system centered on world heritage sites (e.g., the Mausoleum of the First Qin Emperor and the Terracotta Warriors) and extended by modern cultural and tourism projects (e.g., the Tang Dynasty Ever-Bright City). Its developed transportation network and commercial facilities further strengthen its role as a tourism hub. By 2024, Shaanxi received 817 million domestic tourists, generating tourism revenue of 766.8 billion yuan, with Xi'an alone receiving 306 million tourists and revenue of 376 billion yuan. From 2007 to 2024, Xi'an's tourism revenue consistently far exceeded that of other prefecture-level cities. In contrast, other cities face structural challenges in cultural and tourism development: while resources like Baoji's Zhou-Qin relics and Hanzhong's Three Kingdoms sites are distinctive, they are constrained by three issues: (1) fragmented resource development lacking systematic integration; (2) insufficient innovation, remaining dominated by traditional sightseeing; and (3) lagging brand building with limited market recognition. Cities like Yulin and Yan'an are further hindered by inadequate transportation accessibility and supporting services, resulting in low conversion rates of tourism resources. Such regional imbalances not only affect overall industrial efficiency but also devalue cultural resources.

This study holds multiple theoretical and practical values: Theoretically, it expands the research scope of tourism marketing theory, addresses gaps in existing theories regarding regional collaboration, and deepens the understanding of synergistic development mechanisms in tourism destinations through empirical analysis. Practically, it provides specific pathways for Shaanxi's tourism industry to enhance quality and efficiency: resource integration and brand collaboration significantly improve regional tourism competitiveness. Moreover, the "Shaanxi experience" can serve as a replicable model for similar regions to implement joint marketing, ultimately achieving industrial upgrading from individual breakthroughs to overall optimization and establishing long-term mechanisms for sustainable tourism development.

2. THEORETICAL FOUNDATIONS

(1) Resource Complementarity Theory

Resource complementarity theory posits that heterogeneous resources owned by different entities can generate synergistic effects through effective integration, thereby achieving overall value enhancement [3]. This theory holds significant guiding importance for regional economic development and industrial collaboration. Specifically, different regions or organizations possess comparative advantages in dimensions such as human resources, physical capital, financial reserves, knowledge, technology, and brand assets. For example, in regional tourism cooperation, some areas may have rich historical and cultural heritage but lack modern marketing capabilities, while others may have mature commercial networks but are limited by singular tourism resources. Such differences in resource endowments form the basis for complementary cooperation. [4] The tourism resources of Shaanxi's 10 prefecture-level cities exhibit clear gradient disparities: Xi'an's historical and cultural relics, southern Shaanxi's ecological tourism resources, and northern Shaanxi's red tourism assets each possess irreplaceable uniqueness. However, individual cities often face challenges such as dispersed marketing resources and intensified competition for tourist sources. By establishing cross-regional joint branding mechanisms (e.g., combining the Mausoleum of the First Qin Emperor, Mount Hua, and Yan'an revolutionary memorial sites into thematic routes), not only can the complementary value of cultural IPs and natural landscapes be realized, but marginal costs

can also be reduced through shared marketing channels, thereby overcoming the "resource isolation" effect in regional tourism development.

(2) Value Co-Creation Theory

Value co-creation theory transcends the traditional unidirectional value creation model, emphasizing that value is jointly constructed through dynamic interactions among enterprises, consumers, and other stakeholders. Under this paradigm, participants form unique value-generating networks based on their resource endowments and demand preferences. Through continuous dialogue and collaboration, this co-creation mechanism not only alters the path of value generation but also achieves value enhancement through synergies among participants, where the collective output surpasses the sum of individual contributions. The practice of joint regional tourism brand marketing in Shaanxi's 10 prefecture-level cities vividly demonstrates the value creation process involving multiple stakeholders. In this ecosystem, tourism management departments, enterprises, and tourists play distinct roles: tourism management departments establish brand frameworks, enterprises optimize products and services, and tourists provide feedback, spread word-of-mouth, and offer demands that feed back into brand optimization. This positive interaction mechanism not only effectively inspire enthusiasm for participation from all parties but also promotes regional tourism brands to achieve qualitative leaps, ultimately realizing the dual goals of enhanced competitiveness and sustainable development.

3. CURRENT STATUS AND SPATIAL DISPARITIES OF JOINT BRAND DEVELOPMENT IN SHAANXI'S CULTURAL AND TOURISM INDUSTRY

(1) Measurement of Joint Brand Development Level

What follows is an elaboration on 3.1.1 Indicator Selection.

First, regarding cultural industry indicators. Number of cultural institutions, intangible cultural heritage, and cultural preservation units reflect Shaanxi's profound cultural heritage and serve as the cultural foundation for tourism appeal and joint branding. The number of art performance troupes and cultural market operators reflects the vitality of the cultural industry, enriching tourists' cultural experiences. Fixed asset investment in the cultural industry demonstrates the emphasis and investment in cultural development, aiding in enhancing the quality of cultural tourism.

Second, in terms of tourism industry indicators. The number of A-level scenic spots represents the core of tourism resources, with high-quality spots providing attractions for joint branding. The number of star-rated hotels and travel agencies relates to reception capacity, influencing tourist experiences and brand evaluation. Tourism transportation passenger volume reflects accessibility, facilitating regional resource integration and marketing. The number of tourism employees ensures human support, improving service quality. The rationalization index of tourism industry structure measures industrial coordination and is key to the sustainable development of joint branding [5].

Third, concerning the advantages of these indicators. The indicators comprehensively cover cultural and tourism fields, evaluating joint brand development from multiple dimensions such as resources and markets, aligning with Shaanxi's cultural-tourism integration characteristics. Data is easily obtained from official sources, facilitating long-term monitoring and analysis. The interrelated indicators enable in-depth analysis of the mechanisms of elements in joint brand marketing, precisely revealing the empowerment logic for regional tourism competitiveness.

Table 1. Evaluation Indicator System for Joint Brand Development in Shaanxi's Cultural and Tourism Industry

Tier 1	Tier 2 Indicators	Attribute	Weight
Cultural Industry	Number of cultural institutions	+	0.11470
	National intangible cultural heritage	+	0.16438
	National key cultural relics	+	0.15077
	Number of art performance troupes	+	0.09420
	Number of cultural market operators	+	0.18935
	Fixed asset investment in culture, sports, and entertainment (10,000 yuan)	+	0.28661
Tourism	Number of A-level scenic spots	+	0.09543
	Number of star-rated hotels	+	0.12484
	Number of travel agencies	+	0.26783
	Total tourism transportation passenger volume	+	0.22250
	Number of tourism employees (persons)	+	0.25220
	Rationalization index of tourism industry structure	+	0.03720

Next is the interpretation of indicator data.

The indicator weights were calculated using the entropy method based on research objectives and data characteristics, reflecting the relative importance of Tier 2 indicators in the cultural and tourism industries within the measurement system. Higher weights indicate greater influence of the indicator on "joint brand development level."

Among cultural industry indicators, the number of cultural institutions, national intangible cultural heritage, and national key cultural relics carry higher weights. [6] This shows that in measuring joint brand development, Shaanxi's cultural heritage indicators are more influential—consistent with its location as a "cultural powerhouse." Cultural heritage and institutions are the core cultural foundation for shaping regional tourism joint brands, playing a key role in enhancing brand uniqueness and appeal. Indicators like the number of art performance troupes have lower weights, suggesting that cultural industry vitality indicators contribute less to joint branding compared to cultural resource endowment indicators.

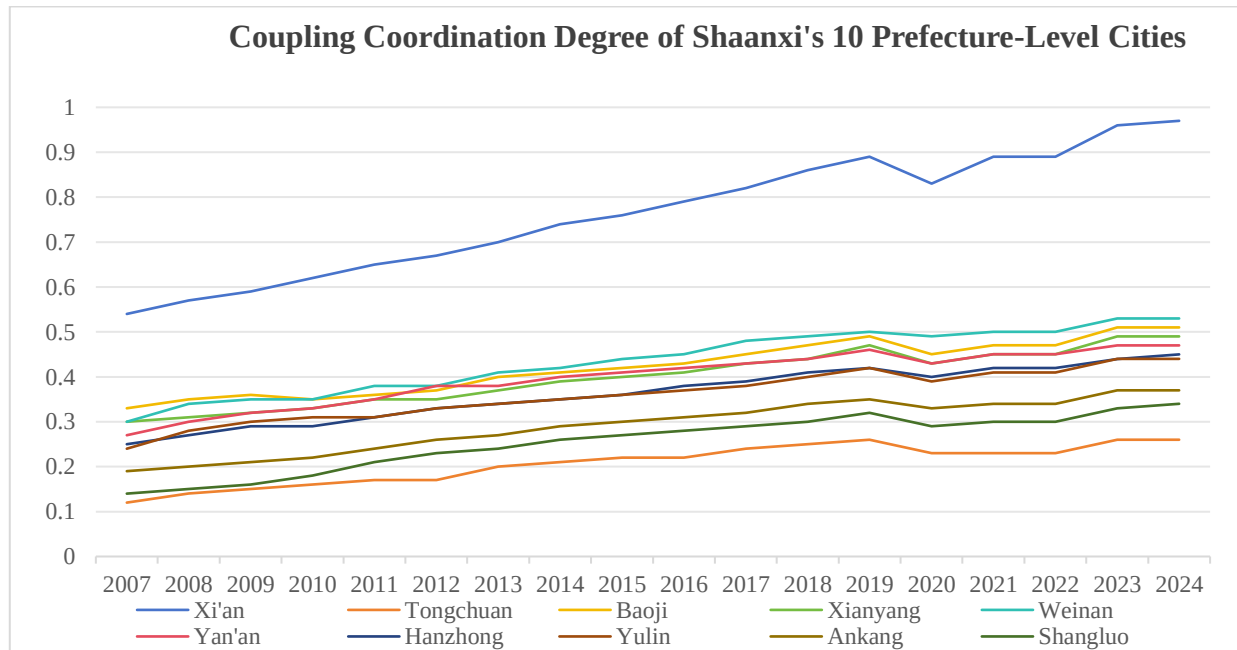
Among tourism industry indicators, the number of travel agencies and total tourism transportation passenger volume stand out significantly. This aligns with the internal logic of regional tourism Collaborative development: travel agencies are key players in integrating tourism resources and promoting joint marketing, while tourism transportation passenger volume reflects regional accessibility and connectivity, both decisive for cross-regional tourism collaboration and tourist flows. In contrast, the rationalization index of tourism industry structure has a lower weight, indicating that current research focuses more on hardware facilities and operational elements, while long-term industrial structure optimization has relatively limited impact on short-term measurements.

(2) Coupling Coordination Degree Analysis of Indicators

To further explore disparities in the integration of Shaanxi's cultural and tourism industries across prefecture-level cities, this study employs a coupling coordination degree model to measure the coupling coordination between cultural and tourism industries in Shaanxi's cities. [7] The coupling coordination results of Shaanxi's cultural and tourism industries are presented in Table 2 and Figure 1.

Table 2. Coupling Coordination Degrees of 10 Prefecture-Level Cities in Shaanxi

City	2007	2008	2009	2010	2011	2012	2013	2014	2015
Xi'an	0.54	0.57	0.59	0.62	0.65	0.67	0.70	0.74	0.76
Tongchaun	0.12	0.14	0.15	0.16	0.17	0.17	0.20	0.21	0.22
Baoji	0.33	0.35	0.36	0.35	0.36	0.37	0.40	0.41	0.42
Xianyang	0.30	0.31	0.32	0.33	0.35	0.35	0.37	0.39	0.40
Weinan	0.30	0.34	0.35	0.35	0.38	0.38	0.41	0.42	0.44
Yan'an	0.27	0.30	0.32	0.33	0.35	0.38	0.38	0.40	0.41
Hanzhong	0.25	0.27	0.29	0.29	0.31	0.33	0.34	0.35	0.36
Yulin	0.24	0.28	0.30	0.31	0.31	0.33	0.34	0.35	0.36
Ankang	0.19	0.20	0.21	0.22	0.24	0.26	0.27	0.29	0.30
Shangluo	0.14	0.15	0.16	0.18	0.21	0.23	0.24	0.26	0.27
City	2016	2017	2018	2019	2020	2021	2022	2023	2024
Xi'an	0.79	0.82	0.86	0.89	0.83	0.89	0.89	0.96	0.97
Tongchaun	0.22	0.24	0.25	0.26	0.23	0.23	0.23	0.26	0.26
Baoji	0.43	0.45	0.47	0.49	0.45	0.47	0.47	0.51	0.51
Xianyang	0.41	0.43	0.44	0.47	0.43	0.45	0.45	0.49	0.49
Weinan	0.45	0.48	0.49	0.50	0.49	0.50	0.50	0.53	0.53
Yan'an	0.42	0.43	0.44	0.46	0.43	0.45	0.45	0.47	0.47
Hanzhong	0.38	0.39	0.41	0.42	0.40	0.42	0.42	0.44	0.45
Yulin	0.37	0.38	0.40	0.42	0.39	0.41	0.41	0.44	0.44
Ankang	0.31	0.32	0.34	0.35	0.33	0.34	0.34	0.37	0.37
Shangluo	0.28	0.29	0.30	0.32	0.29	0.30	0.30	0.33	0.34

**Figure 1.** Coupling coordination analysis of 10 cities in Shaanxi Province

First, regarding the spatiotemporal evolution characteristics, there is an overall positive development that highlights joint potential.

From a temporal perspective, from 2007 to 2024, the coupling coordination degrees of Shaanxi's 10 prefecture-level cities generally showed an upward trend. For example, Xi'an increased from 0.54 to 0.97, and Shangluo grew from 0.14 to 0.34. This trend indicates that the interaction between cultural

and tourism industries is deepening, transitioning from the initial "preliminary synergy" low-coupling stage to the "deep coupling" high-coupling stage. The foundation for regional cultural-tourism resource integration and collaborative development is continuously strengthening, creating favorable conditions for implementing joint brand marketing—the higher the coupling degree between the two industries, the easier it is to achieve resource integration and common refine, thereby building more influential regional joint brands.

Second, in terms of disparity patterns among cities, there are significant gradient features that reflect development foundations.

From a spatial perspective, cities can be divided into three typical tiers: Xi'an, as the core leading area, continues to lead in coupling and coordination, especially stabilizing above 0.9 after 2022, indicating a high degree of integration between its cultural industry and tourism industry. This deep collaboration enables it to serve as the "core engine" for regional joint brands, effectively driving the construction of cultural and tourism brands throughout the province. Baoji, Xianyang, Weinan and other areas belong to the steady development zone, with a coupling coordination degree maintained in the range of 0.3-0.6. For example, Baoji has increased from 0.33 to 0.51, indicating that although the cultural and tourism industry has a collaborative foundation, the depth of integration is still insufficient, which may be constrained by factors such as uneven resource distribution and differences in industrial investment. Tongchuan, Ankang, Shangluo and other areas belong to potential cultivation areas, and their coupling and coordination have been consistently below 0.4, [8] reflecting a relatively weak linkage between the cultural and tourism industries, which may be due to insufficient resource development and a lack of industrial coordination mechanisms.

Third, concerning the theoretical relevance value, the coupling degree supports the empowerment mechanism.

As for the theme of this research, "The Empowerment Mechanism of Joint Brand Marketing on Regional Tourism Competitiveness", the coupling coordination data has important research value:

Highly coupled regions, such as Xi'an, with their strong industrial synergy foundation, are more likely to achieve the empowerment path of "brand aggregation tourist attraction consumption upgrading", which provides empirical cases for verifying the empowerment mechanism; The upward trend in low coupling regions, such as Shangluo, indicates that policy guidance and industrial investment can effectively improve the coupling level, which points out the optimization direction for improving the empowerment mechanism: joint brand marketing can reverse promote industrial synergy, forming a virtuous cycle of "marketing synergy competitiveness"; The gradient difference in coupling degree suggests the need to construct a differentiated brand strategy: core cities should build resource integrated leading brands, developing cities should build characteristic supplementary brands, and developing regions should cultivate potential brands, ultimately forming a regional tourism competitiveness enhancement system of "gradient synergy and global linkage".

4. MECHANISM VALIDATION OF JOINT BRAND IMPACT ON TOURISM COMPETITIVENESS

(1) Geographic Detector: Single Impact Factor Analysis

Table 3. Driving Factors of Joint Brand Development in Shaanxi's Cultural and Tourism Industry

Detection factor	Factor selection	Representative indicators	factorable code	q-value
economic base	economic level	Per capita GDP/10000 yuan	χ^1	0.2629 08399
	consumer demand	Total retail sales of consumer goods/100 million yuan	χ^2	0.7938 88543
market environment	Transportation	Highway traffic mileage/kilometer	χ^4	0.1699 40323
	Cultural tourism infrastructure	Total number of art performance groups, cultural institutions, A-level or above scenic spots, star rated hotels, and travel agencies/company	χ^5	0.8526 62519
policy support	fiscal expenditure	Regional fiscal expenditure level/100 million yuan	χ^6	0.6849 71643
	capital investment	Fixed assets investment in culture, sports and entertainment industry/10000 yuan	χ^7	0.7342 87769

First, let's address the feasibility analysis of factor selection.

The seven Detection factorselected systematically cover key dimensions of regional tourism development: economic base factors (per capita GDP, total consumption) represent tourism consumption potential and market support capacity, forming the demand foundation for joint brand marketing. Market environment factors (highway mileage) directly relate to tourism resource accessibility, constraining the resource integration efficiency of joint brand marketing. Cultural-tourism factors (performances, cultural-tourism facilities) serve as core content carriers for joint branding, exhibiting significant content empowerment effects. Policy support (fiscal expenditure) and capital investment (cultural-tourism industry investment) promote joint brand construction and upgrade through institutional guarantees and funding. This factor system is theoretically relevant to the research theme and can effectively identify the empowerment paths and their differential impacts of joint brand marketing.

Next, we move on to the interpretation of data results.

According to the q-value analysis results, the explanatory power of each factor on tourism competitiveness shows a gradient difference: [9] the cultural tourism factor (X5, $q=0.8526$) shows a dominant influence, confirming the core position of resources such as art performances and cultural tourism facilities in shaping regional tourism attractiveness, which is also in line with the content driven characteristics of joint brand marketing; Consumer demand (X2, $q=0.7939$) and capital investment (X7, $q=0.7343$) both show strong explanatory power, indicating that the vitality of the consumer market and industrial investment are not only direct driving factors of tourism competitiveness, but also more likely to generate synergistic amplification effects through joint brand marketing; Although the q-values of policy support (X6), economic foundation (X1), and market environment (X4) are relatively low, [10] they still form structural conditions for the empowerment mechanism through economic support, transportation security, and policy guidance.

(2) Geographic Detector: Interactive Impact Analysis of Factor Combinations

Table 4. Factor Combinations in Cultural-Tourism Joint Branding (Shaanxi)

reciprocal factor	Interaction value	odds ratio	Interaction results
$\chi_1 \cap \chi_2$	0.831153192	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_1 \cap \chi_3$	0.770592733	$>q(X_1)+q(X_2)$	Nonlinear enhancement
$\chi_1 \cap \chi_4$	0.881946212	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_1 \cap \chi_5$	0.747233933	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_1 \cap \chi_6$	0.753620458	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_2 \cap \chi_3$	0.892806054	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_2 \cap \chi_4$	0.879091576	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_2 \cap \chi_5$	0.865436636	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_2 \cap \chi_6$	0.832840941	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_3 \cap \chi_4$	0.908316462	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_3 \cap \chi_5$	0.833743453	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_3 \cap \chi_6$	0.86668109	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_4 \cap \chi_5$	0.896517869	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_4 \cap \chi_6$	0.879509728	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement
$\chi_5 \cap \chi_6$	0.778759663	$>\text{Max}(q(X_1), q(X_2))$	Dual factor enhancement

The interaction values of all factor combinations are higher than the maximum contribution value of a single factor (i.e. $>\text{Max}(q(X_1), q(X_2))$), and the interaction effect is consistently manifested as "dual factor enhancement". This indicates that in the process of building regional tourism competitiveness, the role of a single factor has an upper limit, while the synergistic effect between economic foundation, consumption, transportation, cultural tourism, policy support and other factors can break through their respective limitations and form an amplification effect of "1+1>2". This collaboration is not simply a numerical superposition, but rather reshapes the impact path through complementary and mutually reinforcing elements, thereby more effectively driving the improvement of regional tourism competitiveness and building a more dynamic industrial ecology for joint brand marketing. Based on the interaction analysis of geographic detectors, this study not only confirms the enhancing effect of multi factor synergy on regional tourism competitiveness, but also empirically reveals the empowering mechanism of joint brand marketing, providing theoretical and data support for the coordinated development of regional tourism and the optimization of brand marketing strategies.

5. CONCLUSIONS

This study focuses on 10 prefecture-level cities in Shaanxi Province, delving into the empowerment mechanism of joint brand marketing on regional tourism competitiveness. Through methods like entropy method, coupling coordination degree model, and geographic detector analysis, the following research conclusions and practical insights are drawn [11].

(1) Research Conclusions

First, there are significant gradient differences in the development of regional cultural and tourism industries.

From 2007 to 2024, the overall coupling and coordination degree between the cultural industry and tourism industry in 10 prefecture level cities in Shaanxi Province showed an upward trend, reflecting the continuous deepening of the interactive relationship between the cultural and tourism industries and the solid foundation of coordinated development. Among them, Xi'an has shown particularly outstanding performance, with its coupling coordination degree increasing from 0.54 to 0.97 and

stabilizing above 0.9 after 2022. The cultural and tourism industries have achieved a high degree of integration, becoming the "core engine" of regional joint brands. However, the coupling and coordination degree of Tongchuan, Ankang, Shangluo and other places has long been below 0.4, and the linkage between cultural and tourism industries is weak, in the stage of potential cultivation, reflecting the obvious regional non-equilibrium characteristics of the development of cultural and tourism industries in Shaanxi Province.

Second, multi-factor synergy significantly enhances tourism competitiveness.

Geographic detector analysis shows that there are gradient differences in the explanatory power of various factors on tourism competitiveness. The cultural tourism factor ($q=0.8526$) has the most prominent impact, highlighting the core position of resources such as artistic performances and cultural tourism facilities in shaping regional tourism attractiveness; Consumer demand ($q=0.7939$) followed by capital investment ($q=0.7343$), indicating that an active consumer market and sufficient capital investment are important driving forces for enhancing tourism competitiveness. In addition, the interaction values of all factor combinations are higher than the maximum contribution value of a single factor, showing a "dual factor enhancement" effect, fully demonstrating that the synergistic effect of economic foundation, consumption, transportation and other factors can break through the limitations of a single factor, form an amplification effect of " $1+1>2$ ", and jointly drive the improvement of regional tourism competitiveness.

Third, let's explore the empowerment path and existing problems of joint brand marketing.

Joint brand marketing effectively empowers regional tourism competitiveness through a chain path of "increasing resource complementarity $\rightarrow$ improving capital productivity $\rightarrow$ rationalizing industrial structure". However, it was also found that Xi'an, as a core city, has limited radiation radius and has not effectively covered the southern Shaanxi region 150km away, which has affected the effectiveness of regional coordinated development. In addition, there is a phenomenon of "pseudo alliances" in some regions, where hard bundling of low correlation resources leads to brand dilution and restricts the effectiveness of joint brand marketing.

(2) Practical Insights

First, we need to build a gradient collaborative joint brand system.

Implement differentiated brand strategy based on the gradient differences in coupling coordination degree among different cities. Support Xi'an in building a resource integrated leading brand and leveraging its core engine role; Guide Baoji, Xianyang and other steadily developing areas to build characteristic and complementary brands, and strengthen local characteristics; Assist potential cultivation areas such as Tongchuan and Shangluo in nurturing potential brands, achieving "gradient synergy and global linkage", and enhancing overall tourism competitiveness.

Second, it is necessary to break through administrative barriers and optimize resource integration.

In response to issues such as limited radiation radius in Xi'an, we will break down administrative barriers, strengthen inter regional transportation network construction, improve resource integration efficiency, expand the radiation driving range of core cities, and promote balanced development of regional cultural and tourism industries.

Third, we should use digital empowerment to overcome development bottlenecks.

Introduce tools such as digital inclusive finance to solve the financing difficulties of small and medium-sized tourism enterprises and provide financial support for joint brand marketing. At the same time, utilizing digital means to optimize marketing channels, enhance brand communication effectiveness, avoid the phenomenon of "pseudo alliances", and achieve high-quality and sustainable development of Shaanxi's cultural and tourism industry.

ACKNOWLEDGEMENTS

This work is supported by Shaanxi Provincial Social Science Fund Project, Project Number: 2024R047 and Graduate Research Fund Project of Xi'an International Studies University, Project Number: 2025SS049.

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